



## LinkedIn Deep Sales Quantitative Survey

### Screening Questions:

COUNTRY. In which country do you live?

[DROPDOWN]

1. Australia
2. Austria
3. Belgium
4. Brazil
5. Canada
6. France
7. Germany
8. India
9. Luxembourg
10. Mexico
11. Netherlands
12. Singapore
13. Switzerland
14. United Kingdom
15. United States
16. Other

**Only those who select one of the countries listed above eligible for continuation.**

' Ask: United States/Canada/France/United

Kingdom/Australia/Austria/Belgium/Brazil/Germany/India/Luxembourg/Mexico/Netherlands/Singapore/Switzerland/

[Standard Screener: DO NOT MODIFY OR TRANSLATE]

[DROPDOWN]

YEAR/MONTH

What is your date of birth?

YEAR

\_1910 1910

...

\_2015 2015

MONTH

\_1 January

\_2 February

\_3 March

\_4 April

\_5 May  
\_6 June  
\_7 July  
\_8 August  
\_9 September  
\_10 October  
\_11 November  
\_12 December

[Standard Screener: DO NOT MODIFY OR TRANSLATE]

QUOTAGERANGE [Hidden]. Hidden Question - QUOTAGERANGE "this is a dummy question that will hold age breaks" for the quotas that should be defined by the PM; it CAN be edited and lines can be added to meet survey objectives.

i \_1\_17 "1-17",  
i \_18\_24 "18-24",  
i \_25\_34 "25-34",  
i \_35\_44 "35-44",  
i \_45\_54 "45-54",  
i \_55\_65 "55-65",  
i \_66\_75 "66-75",  
i \_76\_100 "76-100"

**Only those who are aged 18 to 65 are eligible for continuation.**

'Ask: India/Singapore

RESP\_GENDER

Are you...?

\_2 Female

\_1 Male

' Ask: Australia/Brazil

Single Response

GENDER\_NONBINARY

Are you...?

\_2 Female

\_1 Male

\_3 Another gender

\_4 Prefer not to answer

' Ask: Canada

Single Response

GENDER\_NONBINARY\_\_

Are you...?

\_2 Female

\_1 Male

\_3 Another gender

\_4 Prefer not to answer

' Ask: United States/France/Belgium/Germany/Mexico/Netherlands/Switzerland/Austria/  
Luxembourg

Single Response

GENDER\_NONBINARY\_

Are you...?

\_2 Female

\_1 Male

\_3 Another gender

\_4 Prefer not to answer

' Ask: United Kingdom

Single Response

GENDER\_NONBINARY

Are you...?

\_2 Female

\_1 Male

\_3 Another gender

\_4 Prefer not to answer

EMPLOYMENT. Which of the following best describes your current employment situation?

**[SINGLE SELECT]**

1. Employed full-time
2. Employed part-time
3. Self - employed
4. Unemployed but looking for a job
5. Unemployed and not looking for a job/ Long -term sick or disabled
6. Full-time parent, homemaker
7. Retired
8. Student/pupil
9. Military
98. Prefer not to answer

**Only those who are self, full or part time employed are eligible for continuation.**

MANAGINGPEOPLE. How many people do you currently manage?

**[SINGLE SELECT]**

1. None
2. 1 person
3. 2 – 5 people
4. 6 – 10 people
5. 11 – 20 people

6. More than 20 people

**INDUSTRY.** Which of the following best describes your company's primary industry sector?

**[SINGLE SELECT]**

1. Architecture, Engineering
2. Arts, Entertainment
3. Automotive
4. Construction and Mining
5. Education
6. Energy
7. Financial Services, Banking, Insurance
8. Government
9. Healthcare Services
10. Hospitality, Food Service
11. Manufacturing, Wholesale
12. Media, PR, Marketing
13. Non-Profit
14. Oil
15. Pharmaceutical, Life Sciences, Biotech
16. Professional service (such as law / legal, management consulting)
17. Real Estate
18. Recruitment and Staffing
19. Retail and Consumer Goods
20. Technology, Information Technology
21. Telecoms
22. Transportation
23. Travel
98. Other (please specify)

**COMPANYSIZE.** Approximately how many total employees are currently employed at your company?

**[SINGLE SELECT]**

1. Self only
2. 2 - 50 employees
3. 51 - 100 employees
4. 101 - 250 employees
5. 251 - 500 employees
6. 501 - 750 employees
7. 751 - 1,000 employees
8. 1,001 - 2,500 employees
9. 2,501 - 5,000 employees
10. 5,001 - 7,500 employees
11. 7,501 - 10,000 employees
12. More than 10,000 employees
99. Don't know

**Only those working at companies from 2 to more than 10,000 employees eligible for continuation.**

ROLE. In your role at your company are you involved in ...?

**[SINGLE SELECT; PROGRESSIVE GRID]**

**[ACROSS]**

1. Yes
2. No

**[DOWN]**

1. Purchase decisions
2. Revenue generation

**Only those answered yes to one of the above questions eligible for continuation.**

**Asked of sellers**

CUSTOMERFACINGROLE. Are you in a customer-facing role that supports revenue generation for your company? (Customer-facing is defined as a person who interacts directly with potential prospects and/or existing customers.)

**[SINGLE SELECT]**

1. Yes
2. No

**Only those answered yes (customer facing) are eligible for continuation.**

**Asked of Buyers**

PURCHASINGROLE. Which of the following best describes your role as it relates to purchasing products or services for your company?

**[SINGLE SELECT]**

1. I am the primary decision maker
2. I heavily influence what my company purchases and uses
3. I provide some input regarding what my company purchases
4. I have little or no influence on what my company purchases and uses
5. I only do the contract or purchasing activities around this agreement. I have little to no involvement in making the decision of what to purchase or use

**Only those who have some, heavy or primary decision-making authority are eligible for continuation.**

B2B. Which audience does your company primarily focus on? Select one.

**[SINGLE SELECT]**

1. Business to Consumer (B2C) only
2. Business to Business (B2B) only
3. Both Business to Consumer and Business to Business
4. Other (please specify)

**Only those who are B2B or Hybrid are eligible for continuation.**

**Asked of those who are hybrid companies**

**B2BHYBRID**

Approximately what percentage of your company's audience belongs to the following?  
Your best estimate is fine.

**[NUMERIC OES, FOLLOWED BY % SIGNS]**

1. Business-to-Business (B2B)
2. Business-to-Consumer (B2C)

**Only those who are 80% B2B are eligible for continuation.**

**Asked of sellers**

**DEPARTMENT**

Which of the following is the primary department you work in? Select one.

**[SINGLE SELECT; RANDOMIZE]**

1. Sales
2. Business Development
3. Marketing
4. Legal
5. Finance
6. Engineering
7. Sales Operations (including Revenue Operations, Go-to-market Operations, Commercial operations)
8. Marketing Operations
9. Information technology
10. Human Resources
11. Logistics
12. Procurement
98. Other (please specify)

**Only those who are sales, business development or sales operations eligible for continuation.**

**TITLE.** What is your current job title?

**[SINGLE SELECT]**

1. President or C-Suite Executive

2. Owner
3. Senior Vice President (SVP)
4. Vice President (VP)
5. Senior Director
6. Director
7. Senior Manager
8. Manager
9. Analyst/Associate
10. Entry Level
11. Intern
98. Other (please specify)
99. None of the above

**Aked of those with title of President or C-Suite**

**CSUITE**

What is your position within the C suite?

**[SINGLE SELECT;]**

1. CEO
2. CMO
3. CFO
4. CRO
5. CTO
6. CIO
7. COO
8. CHRO
9. President
98. Other (please specify)

**Aked of Sellers**

**YEARSOFEXPERIENCES.** How many years of experience do you have in the sales/business development industry?

**[SINGLE SELECT]**

1. Less than 2 years
2. 2 - 5 years
3. 6 - 10 years
4. 11 - 20 years
5. 20 or more years

**Aked of Sellers**

**INDUSTRYSELLINGTO.** Which of the following are the primary industries you sell to? Select up to 3.

**[MULTI SELECT UP TO 3]**

1. Architecture, Engineering

2. Arts, Entertainment
3. Automotive
4. Construction and Mining
5. Education
6. Energy
7. Financial Services, Banking, Insurance
8. Government
9. Healthcare Services
10. Hospitality, Food Service
11. Manufacturing, Wholesale
12. Media, PR, Marketing
13. Non-Profit
14. Oil
15. Pharmaceutical, Life Sciences, Biotech
16. Professional service (such as law / legal, management consulting)
17. Real Estate
18. Recruitment and Staffing
19. Retail and Consumer Goods
20. Technology, Information Technology
21. Telecoms
22. Transportation
23. Travel
98. Other (please specify)

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## MQB (Main Questionnaire Begins) Sellers Path

### Following items asked only of Sellers

#### MainSellerIntro

Thank you for taking part in our survey on sales professionals. Your responses will help us understand the current state of the market, the tools, and research sellers utilize as well as the challenges faced by sales professionals.

**SBUDGETPAST.** In your opinion, how has the purchasing budget for the majority of your customers changed in the past 12 months?

#### [SINGLE SELECT]

1. Has increased substantially (i.e., 25%+ growth)
2. Has increased somewhat (i.e., 1-24% growth)
3. Has stayed the same
4. Has decreased somewhat (i.e., 1-24% decline)
5. Has decreased substantially (i.e., 25%+ decline)



99. Unsure

**SBUDGETFUTURE.** Thinking ahead, how do you anticipate the purchasing budget for the majority of your customers to change in the next 12 months?

**[SINGLE SELECT]**

1. Will increase substantially (i.e., 25%+ growth)
2. Will increase somewhat (i.e., 1-24% growth)
3. Will stay the same
4. Will decrease somewhat (i.e., 1-24% decline)
5. Will decrease substantially (i.e., 25%+ decline)

99. Unsure

**Asked only in Singapore**

**SMARTKETOPP.** Thinking ahead, which of the following markets do you feel represent the biggest opportunity for sales/revenue growth in the next 12 months? Select up to 2

**[MULTI SELECT UP TO 2; RANDOMIZE]**

1. Singapore
2. Hong Kong
3. Taiwan
4. China
5. Philippines
6. Malaysia
7. Japan
8. S. Korea
9. Another region **[ANCHOR]**
99. Unsure **[ANCHOR] [EXCLUSIVE]**

**SSALESCYCLE.** On average, how long is the sales cycle for your prospect — from initial outreach to final purchase?

**[SINGLE SELECT]**

1. Less than 1 month
2. 1 month to less than 2 months
3. 2 months to less than 3 months
4. 3 months to less than 4 months
5. 4 months to less than 5 months
6. 5 months to less than 6 months
7. 6 months to less than 7 months
8. 7 months to less than 8 months
9. 8 months to less than 9 months
10. 9 months to less than 10 months
11. 10 months to less than 11 months
12. 11 months to less than 12 months
13. 12 months or longer

**SSALESMETRICS.** What are the most important metrics for measuring the performance of sales professionals at your company? Select up to 3.

**[MULTI SELECT UP TO 3] [RANDOMIZE]**

1. Customer satisfaction (CSAT)
2. Customer retention/attrition
3. Team revenue target met
4. Customer lifetime value (CLV)
5. Conversion rate
6. Individual revenue target met
7. Customer acquisition cost (CAC)
8. Customer usage
9. Number of cold calls made
10. Pipeline accuracy
11. Net promoter score (NPS)
98. Other (please specify) **[ANCHOR]**

**SREVENUETARGET.** Which of the following best describes how you performed against your individual revenue target in the past 12 months?

**[SINGLE SELECT]**

1. I exceeded my projected revenue target
2. Met my projected revenue target
3. I fell short of my projected revenue target
4. I did not have a revenue target

**Asked of those who exceeded quota**

**STARGETSEXCEED.** By how much did you exceed your revenue target?

**[SINGLE SELECT]**

1. I exceeded by 1%–9%
2. I exceeded by 10%–24%
3. I exceeded by 25%–49%
4. I exceeded by 50%–99%
5. I exceeded by 100%–149%
6. I exceeded by 150% or higher

**SREVENUEFUTURE.** Which of the following best describes how you feel about hitting your revenue target in the next 12 months?

**[SINGLE SELECT]**

1. Very optimistic
2. Somewhat optimistic
3. Neutral
4. Somewhat pessimistic

5. Very pessimistic
- 99.Unsure

SSALESATTITUDES. Please rate your level of agreement with the following statements.

**[SINGLE SELECT; PROGRESSIVE GRID]**

**[ACROSS]**

1. Strongly agree
2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree

**[DOWN][RANDOMIZE]**

1. I am under more pressure to close deals now than in the past 12 months
2. I am under more pressure to close bigger deals now than in the past 12 months
3. There is more governance around decision making and it is lengthening sales cycles
4. My leadership team's expectations are aligned with the realities of the sales cycle
5. Sales cycles are more complex than they were 12 months ago

SAVGSALE. What is your average sale size?

**[SINGLE SELECT]**

1. \$0
2. \$1-\$9,999
3. \$10,000-\$99,999
4. \$100,000-\$499,999
5. \$500,000-\$999,999
6. \$1 million-\$4.99 million
7. \$5 million-\$9.99 million
8. \$10 million+

TARGETNEXTQ. What is the total amount of revenue that you are forecasted to close in the next quarter?

**[SINGLE SELECT]**

1. \$0
2. \$1-\$9,999
3. \$10,000-\$99,999
4. \$100,000-\$499,999
5. \$500,000-\$999,999
6. \$1 million- \$4.99 million
7. \$5 million - \$9.99 million
8. \$10 million+

Habit1Intro

This next section contains questions related to your sales approach with prospects.

**SRESEARCH**. Do you, or others on your sales team, conduct research on **prospects**?

**[SINGLE SELECT]**

1. Yes
2. No
99. Unsure

**Asked of those who conduct research on prospects**

**SRESEARCHEFFORT**. Of the research you, or others on your sales team, **conduct on prospects**, where do you spend most of your efforts?

**[SINGLE SELECT]**

1. Industry research
2. Company research
3. People research
98. Other (please specify) **[ANCHOR]**
99. Unsure

**SNEWPROSPECTSID**. How do you, or others on your sales team, typically identify **new prospects**?

**[MULTI SELECT;RANDOMIZE]**

1. Based on brand name
2. Based on company size
3. Based on geography
4. Based on industry research/insights
5. Based on company research
6. Based on people research
7. Based on referrals
8. Based on client portfolios of direct competitors
98. Other (please specify) **[ANCHOR]**
99. Unsure **[ANCHOR][EXCLUSIVE]**

**SWHITESPACEPROSPECT**. What are the top ways you identify white space, or lucrative areas of opportunity, with **prospects**? Select up to 3.

**[MULTI SELECT UP TO 3. RANDOMIZE]**

1. Perform company research
2. Perform industry research
3. Utilize sales technologies such as LinkedIn Sales Navigator and LinkedIn Sales Insights
4. Utilize data providers such as ZoomInfo, Lusha, or SalesIntel
5. Set up search alerts for companies

6. Perform people research to identify decision makers/contacts at a company
7. Set up search alerts on industries
8. Set up search alerts on people
9. In collaboration with marketing team to understand prospects they are targeting
98. Other (please specify) **[ANCHOR]**
99. I do not identify white space with prospect **[ANCHOR][EXCLUSIVE]**

**SINSIGHTS.** How often do you, or others on your sales team, conduct the following actions to gain insights on **a prospect**?

**[SINGLE SELECT; PROGRESSIVE GRID]**

**[ACROSS]**

1. All of the time
2. Most of the time
3. Occasionally
4. Rarely
5. Never
99. Unsure

**[DOWN.RANDOMIZE]**

1. Review the prospect company website
2. Conduct research with my professional network before the first call
3. Consult with your team members to leverage their relationships
4. Think through potential objections and how to overcome them
5. Review a prospect's activity on professional social networks (e.g., LinkedIn)
6. Ask for feedback following an interaction
7. Review a prospect's activity on personal social networks (e.g., Facebook, Twitter)
8. Conduct company/industry research on a prospect **before reaching out to them**
9. Conduct company/industry research on prospect **throughout sales process**

**SRESEARCHTIME.** On average, how much time, if any, do you or others at your company take researching **a prospect** before the first outreach?

**[SINGLE SELECT]**

1. A few minutes
2. An hour
3. A few hours
4. A day
5. A few days
6. 1 week
7. More than a week
8. Do not do research before reaching out
99. Unsure

**SRESEARCHCUR.** Do you, or others on your sales team, conduct **ongoing** research with **current customers**?

**[SINGLE SELECT]**

1. Yes
2. No
99. Unsure

**Asked of those who perform research on current customers**

**SRESEARCHCUREFFORT.** Of the research you, or others on your sales team, conduct **on current customers**, where do you spend most of your efforts?

**[SINGLE SELECT]**

1. Industry research
2. Company research
3. People research
98. Other (please specify) **[ANCHOR]**
99. Unsure

**SSALESTOOLS.** What sales technologies/tools do you or others at your company currently use to gather information on prospects or current customers? Select all that apply.

**[MULTI SELECT; RANDOMIZE]**

1. Google Search
2. Facebook
3. LinkedIn
4. CRM (Salesforce, Microsoft Dynamics, etc.)
5. Twitter
6. LinkedIn Sales Navigator
7. LinkedIn Sales Insights
8. ZoomInfo
9. LinkedIn Premium
10. InsideSales.com
11. Relationship Science
12. Lusha
13. Xing
14. Hothit
98. Other (please specify) **[ANCHOR]**
99. Do not use buyer intent tools **[ANCHOR][EXCLUSIVE]**

**SWHITESPACECURRENT.** How do you identify white space, or lucrative areas of opportunity including cross sell and upsell, within **current customer accounts**? Select all that apply.

**[MULTI SELECT; RANDOMIZE]**

1. Perform company research
2. Perform industry research
3. Utilize sales technologies such as LinkedIn Sales Navigator and LinkedIn Sales Insights
4. Utilize data providers such as ZoomInfo, Lusha, or SalesIntel
5. Set up search alerts for companies
6. Perform people research to identify new decision makers/contacts at the company
7. Set up search alerts on industries
8. Set up search alerts on people
9. In collaboration with marketing team to understand prospects they are targeting
98. Other (please specify) **[ANCHOR]**
99. I do not identify white space with current customers **[ANCHOR][EXCLUSIVE]**

**SRESEARCHCURRENTACNT.** How often do you, or others on your sales team, conduct research to stay up-to-date on **current customer** accounts to identify cross sell and upsell opportunities?

**[SINGLE SELECT]**

1. Daily
2. A couple of times per week
3. Weekly
4. A couple of times per month
5. Monthly
6. Quarterly
7. Semi-annually or longer
99. Unsure

**SHIAGREEMENT.** Please rate your level of agreement with the following statements.

**[SINGLE SELECT; PROGRESSIVE GRID]**

**[ACROSS]**

1. Strongly agree
2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree

**[DOWN][RANDOMIZE]**

1. I constantly scan business news regarding my current customer and their industry to inform a customer outreach
2. I demonstrate my interest/passion for my customers' business by crafting well-informed communications with my current customers
3. I use what I learn in my research to inform a cross-sell or an up-sell strategy

4. I believe that cross-sell and up-sell opportunities at current companies are easier to close than opportunities with new customers
5. I believe that I have reduced customer churn by staying informed about my customers' industry news and trends
6. I research potential new contacts at current customer organizations
7. I research current customers to stay relevant on decision makers
8. I connect with contacts outside of the buying committee to learn what is happening at the company

#### Habit2Intro

Now, we'd like to hear more about the role of **decision makers**. By decision makers, we mean the person who ultimately selects a vendor. That person also usually leads the buying committee and process.

**SPROPORTIONS**.—What proportion of your sales are with each of the following?

#### [SINGLE SELECT; PROGRESSIVE GRID]

##### [ACROSS]

1. Less than 10%
2. 10% to 24%
3. 25% to 49%
4. 50% to 74%
5. 75% or more

##### [DOWN][RANDOMIZE]

1. A company you have sold to previously (repeat customer)
2. The same decision maker at a current customer
3. A contact you have sold to who is now at a different company
4. Completely new customers

**SDMID**. How do you, or others at your company, identify the correct decision maker at a **prospect's account**? Select all that apply.

#### [MULTI SELECT; RANDOMIZE]

1. Search on the company website
2. Search on LinkedIn by title
3. Search in your CRM (Salesforce, Dynamics, etc.)
4. Search the news for potential decision makers
5. Search social media sites (Facebook, Twitter, etc.) for potential decision makers
6. Search buyer intent software (ZoomInfo, LinkedIn Sales Navigator, etc.)
7. Leads from marketing
8. From cross sell opportunities



9. From word of mouth
10. From a mutual connection
98. Other (please specify) **[ANCHOR]**

**SBESTTIMEID.** How do you identify the best time to reach out to a decision maker at a **prospect account**? Select all that apply.

**[MULTI SELECT; RANDOMIZE]**

1. Search company news
2. Search competitive news
3. Based on industry trends
4. Search on the decision makers social media accounts (Facebook, Twitter, etc.)
5. Read the decision makers LinkedIn profile/posts
6. Based on AI generated forecasting
7. Based on search alerts that have been set up on an industry
8. Based on search alerts that have been set up on a company
9. Based on search alerts that have been set up on a decision maker
10. Typically reach out based on my company's schedule or new offering
11. Ask my connections at a prospect's company/mutual contacts with a prospect
98. Other (please specify) **[ANCHOR]**

**SBUYERINTENTIMPORT.** How important is buyer intent data to your sales organization?

**[SINGLE SELECT]**

1. Very important
2. Important
3. Somewhat important
4. Not very important
5. Not important at all

**SBUYERRESPONSE.** How do you determine that a prospect is in the market for your products/services?

**[MULTI SELECT; RANDOMIZE]**

1. They responded to email
2. They clicked on one of our company's ads
3. They visited our company website
4. Based on their recent search history
5. They read our recent thought leadership paper
6. They attended a webinar
98. Other (please specify) **[ANCHOR]**
99. Unsure when a prospect is in the market for products/services **[ANCHOR][EXCLUSIVE]**

**SBUYERINTENTMEASURE.** Of the following technologies, what are your top 3 for measuring buyer intent? Select up to 3.

**[MULTI SELECT UP TO 3. RANDOMIZE]**

1. LinkedIn Sales Navigator
2. ZoomInfo
3. TechTarget
4. G2
5. Leadsift
6. Leadfeeder
7. Terminus
8. Slintel
9. 6sense
10. Demandbase
11. Bombora
12. Masher
98. Other (please specify) **[ANCHOR]**
99. Do not use buyer intent tools **[ANCHOR][EXCLUSIVE]**

**STIMETOFINDDM.** On average, how long does it take you, or others at your company, to find decision makers at **a prospect's** company?

**[SINGLE SELECT]**

1. A few minutes
2. An hour
3. A few hours
4. A day
5. A few days
6. 1 week
7. More than a week
98. Unsure

**SOUTREACHTYPES.** Which, if any, outreach practices do you engage in? Select all that apply.

**[MULTI SELECT; RANDOMIZE]**

1. I personalize my outreach messaging based on company/industry research
2. I personalize my outreach messaging based on research about the specific person I am contacting
3. I send outreach messaging with limited knowledge about the company/industry
4. I send outreach with limited knowledge on the specific person I am contacting
5. I send standard templated emails
6. I only reach out to referrals, prospects that I have been introduced to by a mutual acquaintance or by a current customer
98. Other (please specify) **[ANCHOR]**

99. None of the above **[ANCHOR][EXCLUSIVE]**

**SWARMOUTREACHOUTCOME.** What proportion of the following types of outreach that you send results in a reply?

**[SINGLE SELECT; PROGRESSIVE GRID]**

**[ACROSS]**

1. Warm outreach (outreach to a person who you already know or through a mutual contact)
2. Cold outreach (outreach to a person you don't know and have no mutual contact)
3. Personalized outreach (outreach customized based on research conducted on the person, company or industry)
4. General outreach (outreach that is templated to a prospect unaware of your products/services)

**[DOWN][RANDOMIZE]**

1. Less than 1%
2. 1-5%
3. 6-10%
4. 11-15%
5. 16-20%
6. 21-25%
7. 26-30%
8. 31-35%
9. 36-40%
10. 41-45%
11. 46-50%
12. More than 50%
99. Unsure

**SOUTREACHPAST.** Compared to 12 months ago, which best describes your current approach to research before reaching out to a **prospect**?

**[SINGLE SELECT]**

1. I do significantly more research
2. I do more research
3. I do the same amount of research
4. I do less research
5. I do significantly less research

**SOUTREACHCONVERSION.** What outreach techniques yield the highest conversion-to-opportunity rate? Select up to 3.

**[MULTI-SELECT MAX 3. RANDOMIZE]**

1. Customer referrals
2. Personalized email
3. Templated email
4. Meet at conferences and/or trade shows
5. Connecting or messaging on LinkedIn
6. Reaching out via phone call
7. Contacting via other social media
8. Recommendation from someone in my network
9. Virtual events
98. Other (please specify) **[ANCHOR]**

**SCOMMUNICATION.** Do you, or others in your sales organization, continue to stay in close communication with your customers after the purchase?

**[SINGLE SELECT]**

1. Yes
2. No
99. Unsure

**Asked of those who said they stay in touch after purchase**

**STYPEOFOUTREACH.** What type of outreach do you, or someone in your sales organization, do after the purchase? Select all that apply.

**[MULTI SELECT; RANDOMIZE]**

1. Order fulfillment
2. Customer feedback/customer satisfaction survey
3. Onboarding plan
4. Demonstrations and training materials
5. Follow up to satisfaction survey
6. Send thank you note
7. Sharing thought leadership or industry/company news
98. Other (please specify) **[ANCHOR]**
99. Do not conduct outreach post purchase **[ANCHOR][EXCLUSIVE]**

**Habit3Intro**

Next, we will ask about the different types of contacts you have within a company.

When we ask about **Influencers**, we refer to employees at a target company who may have input into a buying decision, but not formally part of the buying committee such as end users or department heads.

By **buying committee member**, we mean key stakeholders who are actively part of the buying process and have direct input into vendor selection




SNUMBEROFDMINFL. On average, how many of your contacts at your prospect's company are in the following roles?

[SINGLE SELECT; PROGRESSIVE GRID]

[ACROSS]

1. None
2. 1-3
3. 4-6
4. 7-9
5. 10 or more

[DOWN] [RANDOMIZE]

1. Purchase Influencer  [ADD HOVER OVER DEFINITION FOR “influencers”: Employees at target company who may have input into a buying decision, but not formally part of the buying committee such as end users or department heads]
2. Buying Committee Member  [ADD HOVER OVER DEFINITION FOR “Buying Committee Member”: Key stakeholders who are actively part of the buying process and have direct input into vendor selection ]
3. Decision Maker  [ADD HOVER OVER DEFINITION FOR “decision maker : The person who ultimately selects a vendor and—in most cases—is the contract signer. That person also usually leads the buying committee and process. ]

SNUMBEROFBUYINGCOMMIT. How has the size of the buying committee for the majority of your prospects changed over the past 12 months?


[SINGLE SELECT]

1. Has grown significantly
2. Has grown somewhat
3. Has stayed the same
4. Has decreased somewhat
5. Has decreased significantly
98. Unsure

SINFLID. How do you, or others at your company, identify each of the following types of contacts at a prospect account? Select all that apply.

[MULTI SELECT; PROGRESSIVE GRID]

[ACROSS]

1. Purchase Influencers  [ADD HOVER OVER DEFINITION FOR “influencers”: Employees at target company who may have input into a buying decision, but not formally part of the buying committee such as end users or department heads]

2. Members of the buying committee 🔍 **[ADD HOVER OVER DEFINITION FOR “Buying Committee Member”:** Key stakeholders who are actively part of the buying process and have direct input into vendor selection **]**

**[DOWN] [RANDOMIZE]**

1. Search on the company website
2. Search on LinkedIn by title
3. Search in your CRM (Salesforce, Dynamics, etc.)
4. Search social media sites (Facebook, Twitter, etc.) for potential DMs
5. Search buyer intent software (ZoomInfo, LinkedIn Sales Navigator, etc.)
6. Leads from marketing
7. Ask current decision maker who else is involved in decision making
98. Other **[ANCHOR]**
99. I'm not sure how to identify this **[ANCHOR][EXCLUSIVE]**

**SINFLUENCERFUTURERELATION.** Thinking about your average week, how many hours do you spend nurturing influencer relationships with **prospect organizations**?

**[SINGLE SELECT]**

1. Less than 1 hour
2. 1 hour to less than 2 hours
3. 2 hours to less than 3 hours
4. 3 hours to less than 4 hours
5. 4 hours or longer

**BASE: Seller**

**SREALTIONSHIPCHANGE**

How has the amount of time you have spent building relationships with influencers at each of the following changed in the past 12 months?

**[SINGLE SELECT; PROGRESSIVE GRID]**

**[ACROSS]**

1. Increased significantly
2. Increased somewhat
3. Stayed the same
4. Decreased somewhat
5. Decreased significantly
99. Unsure

**[DOWN.RANDOMIZE]**

1. Prospects
2. Current customers

SINFOSOURCE. Do you reach out to any of the following for information about a company during the sales process?

**[SINGLE SELECT; PROGRESSIVE GRID]**

**[ACROSS]**

1. Yes
2. No

**[DOWN.RANDOMIZE]**

1. Other contacts you already have within the company
2. Professional contacts who used to work at the company
3. Former colleagues working within the company
4. Contacts in your network who may be able to help find new contacts within the company

SHIDDENALLIES . How important are each of the following in providing information on a company?

**[SINGLE SELECT; PROGRESSIVE GRID]**

**[ACROSS]**

1. Very important
2. Important
3. Somewhat important
4. Not very important
5. Not important at all

**[DOWN.RANDOMIZE]**

1. Other contacts you already have within the company
2. Professional contacts who used to work at the company
3. Former colleagues working within the company
4. Contacts in your professional network

SalesClosingIntro. Next we will ask some questions on what is important or less important in the sales process.

SSELFEVAL. What level of importance do each of the following have in influencing a customer to make a purchase of a product or service?

**[SINGLE SELECT; PROGRESSIVE GRID]**

**[ACROSS]**

1. Very important
2. Important
3. Somewhat important
4. Not very important
5. Not important at all

**[DOWN] [RANDOMIZE]**

1. Established trust with a current customer/prospect
2. The value or return on investment of the products or services I'm selling
3. Price
4. Local market understanding
5. Challenging my prospect's way of thinking in an informed way
6. Helping my customer/prospect clearly demonstrate a positive business impact to their leadership team
7. Engaging with multiple influencers on the buying committee
8. Offering training and trials
9. Personal recommendation from a friend/advisor of the decision-maker
10. Building a personal relationship with contacts
11. Helpful "backchannel" information from a common connection
12. Conducting research on decision makers
13. Conducting company/industry research before initial outreach

**SINPERSONMEET.** How important is it for you to meet with each of the following contacts, in person to accelerate the deal and/or close the deal?

**[SINGLE SELECT, PROGRESSIVE GRID]**

**[ACROSS]**

1. Very important
2. Important
3. Somewhat important
4. Not very important
5. Not important at all

**[DOWN] [RANDOMIZE]**

1. Decision Makers
2. Members of the buying committee
3. Influencers

**EnvironmentIntro.** Thank you for your feedback so far! There are just a few questions left.

**STIMESPENT.** Which of the following best reflects how you spend your time with regard to your sales efforts?

**[SINGLE SELECT. RANDOMIZE]**



1. I spend more time managing and growing existing customer accounts
2. I spend more time prospecting and generating new accounts
3. I spend equal time prospecting and growing accounts
98. Other (please specify) **[ANCHOR]**

**STIMEALLOCATE.** Think about how you use your time during an average week. What percent of the time do you spend doing each of the following activities? This should total 100%.

**[NUMERIC OES, FOLLOWED BY % SIGNS. RANDOMIZE]**

1. Selling product and services
2. Administrative and other duties (expense reports, etc.)
3. Researching prospects/current customers
4. Internal meetings
5. Updating your CRM
6. Training
98. Other (please specify) **[ANCHOR]**

**[SHOW AUTOSUM, MUST SUM TO 100]**

**SCHALLENGES.** What are the top challenges you are currently facing in your sales role? You may select up to 3.

**[MULTI-SELECT UP TO 3. RANDOMIZE.]**

1. Longer buying cycles
2. Identifying leads
3. Getting reliable data on leads
4. Making contact with decision makers
5. Out of date product or service for my company
6. Wasting time on unqualified leads
7. Identifying white space
8. Increased competition
9. Shallow pipeline
10. No time to conduct research on prospects/customers
11. Knowing the right time to approach a decision-maker
12. Identifying who is on the buying committee
13. Identifying other influences
98. Other (please specify) **[ANCHOR]**
99. I don't currently have challenges in my sales role **[ANCHOR][EXCLUSIVE]**

**SSIZECHANGEPAST.** Thinking about the size of your company's sales team, how has it changed in the past 12 months?

**[SINGLE SELECT]**

1. Has increased
2. Has stayed the same
3. Has decreased

**SSIZECHANGEFUTURE.** Thinking about the size of your company's sales team, how do you think it will change in the next 12 months?

**[SINGLE SELECT]**

1. Will increase
2. Will stay the same
3. Will decrease

**SSKILLS.** What are the most desired skills for members of the sales team at your organization? Select up to 3.

**[MULTI SELECT UP TO 3; RANDOMIZE]**

1. Business development
2. Data analysis/Analytical skills
3. Customer relationship management
4. Digital marketing
5. SQL
6. Salesforce.com
7. Sales management
8. Problem solving
9. Time management
10. Use of AI
11. Research
12. Communication
13. Sales Operations
14. Relationship building
15. Active Listening
16. Empathy
98. Other (please specify)**[ANCHOR]**

**SAIUSE.** Are you currently using Artificial Intelligence (AI) applications in your sales efforts?

**[SINGLE SELECT]**

1. Yes
2. No

**Asked among those who use AI**

**SAIHOW.** In what ways are you using AI in your sales efforts? Select all that apply.

**[MULTI-SELECT; RANDOMIZE.]**

1. Identifying opportunities that are at risk
2. Mining emails to identify opportunities
3. Finding colleagues connected to stakeholders of interest
4. Prioritizing leads
5. Gather information on clients from multiple sources
6. To create personalized offerings
7. Automate routine tasks so you can focus on other research efforts
8. Create efficiencies in your sales process
9. Forecasting
10. Draft outreach messages
98. Other (please specify) **[ANCHOR]**

**SAIFUTURE.** As you consider how AI will potentially change the future of selling/sales **within the next 12 months**, tell us if you agree or disagree with each of the following statements.

**[SINGLE SELECT; PROGRESSIVE GRID]**

**[ACROSS]**

1. Strongly agree
2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree

**[DOWN][RANDOMIZE]**

1. I am concerned that AI will eliminate my job
2. I believe that AI will help me do my job better
3. Sellers who use AI to communicate with prospects/customers will excel in the future
4. Sellers who use AI to research prospects/customers will excel in the future
5. As a sales organization, we should be trained on how to use AI technology to increase revenue/decrease buying cycles
6. AI will help me accurately identify whitespace in prospect and customer accounts
7. AI will accurately predict buyer behavior

**SAIIMPROVE.** In your opinion, how do you think AI will help you sell in the future? Please be as thoughtful and detailed as possible.

**[Open End]**

**SDEEPSALES.** Have you heard of the term deep sales?

**[SINGLE SELECT]**

1. Yes, and I know what is
2. Yes, but I don't know what it is
3. No, but it sounds interesting

4. No, and I'm not interested in learning more  
99. Unsure

Thank you for participating in our survey.

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## MQB (Main Questionnaire Begins) Buyers Path

### Following items asked only of Buyers

#### MainBuyerIntro

Thank you for participating in our survey. Today's survey is about your role as a decision maker in purchasing products or services for your company. The survey will help us learn about the current state of the market, your views on sellers, and challenges you face.

#### BuyerBudgetIntro

To start, we have some general questions about budgets and buying cycles for your company.

**BHIBUDGET.** What is the highest budget amount that you are authorized to approve from a B2B sales professional?

#### [SINGLE SELECT]

1. \$0
2. \$1-\$9,999
3. \$10,000-\$99,999
4. \$100,000-\$499,999
5. \$500,000-\$999,999
6. \$1 million-\$4.99 million
7. \$5 million-\$9.99 million
8. \$10 million+

**BBUDGETPAST.** How has your budget changed in the past 12 months?

#### [SINGLE SELECT]

1. Has increased substantially (i.e., 25%+ growth)
2. Has increased somewhat (i.e., 1-24% growth)
3. Has stayed the same
4. Has decreased somewhat (i.e., 1-24% decline)
5. Has decreased substantially (i.e., 25%+ decline)
99. Unsure

**BBUDGETFUTURE.** Thinking ahead, how do you think your budget will change in the next 12 months?

**[SINGLE SELECT]**

1. Will increase substantially (i.e., 25%+ growth)
2. Will increase somewhat (i.e., 1-24% growth)
3. Will stay the same
4. Will decrease somewhat (i.e., 1-24% decline)
5. Will decrease substantially (i.e., 25%+ decline)
99. Unsure

**BBUYINGCYCLE.** On average, how long is your buying cycle?

**[SINGLE SELECT]**

1. Less than 1 month
2. 1 month to less than 2 months
3. 2 months to less than 3 months
4. 3 months to less than 4 months
5. 4 months to less than 5 months
6. 5 months to less than 6 months
7. 6 months to less than 7 months
8. 7 months to less than 8 months
9. 8 months to less than 9 months
10. 9 months to less than 10 months
11. 10 months to less than 11 months
12. 11 months to less than 12 months
13. 12 months or longer

**BUYINGCIRCLECHANGE..** How has the time frame for your buying cycle changed in the past 12 months?

**[SINGLE SELECT]**

1. Increased significantly (3 months or longer)
2. Increased somewhat (1 to 3 months)
3. Stayed the same
4. Decreased somewhat (1 to 3 months)
5. Decreased significantly (3 months or longer)

**RelationshipIntro.**

Next, we'd like to learn more about your perspectives on sales professionals.

**BMETHODOFCONTACT.** What is your preferred contact method when a sales professional reaches out to you for the first time?

**[SINGLE SELECT]**

1. Email

2. LinkedIn InMail
3. Facebook Messenger
4. Phone call
5. Text
6. WhatsApp
7. Xing
8. Globtalk
98. Other (please specify) **[ANCHOR]**

**BAPPROACH.** What are the most effective approaches a sales professional could use to increase your likelihood to consider their product/service for your company? Select up to 3.  
**[MULTI SELECT UP TO 3. RANDOMIZE]**

1. Demonstrate a clear understanding of our business needs
2. Have a clear understanding of my role in the decision-making process
3. Provide personalized communication
4. Share content applicable to my role in the decision-making process
5. Target appropriate people at my company for initial discussions
6. Are connected to others at my company
7. Have an informative LinkedIn profile
8. Reach out through other social channels besides LinkedIn
9. Reach out to me through LinkedIn
10. Meet with me in-person
11. Reach out to me when I am/we are considering a new product or service for my company sales technology
12. Demonstrate a clear understanding of our industry/competitors
13. Approach during trade shows/industry events
98. Other (please specify) **[ANCHOR]**

**BSALES PERCEPTIONS.** Please tell us how much you agree or disagree with each of the following statements.

*I perceive the typical sales professional who sells to me and my company to be...*

**[SINGLE SELECT; PROGRESSIVE GRID]**

**[ACROSS]**

1. Strongly agree
2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree

**[DOWN][RANDOMIZE]**

1. A professional business contact

2. Well informed about the company I work for
3. Well informed about my industry
4. A trusted advisor to my business
5. A service provider or vendor
6. Consultative
7. Focused on building a relationship with me as opposed to simply making a sale
8. A friend
9. Only concerned about closing the sale
10. A roadblock
11. Dishonest
12. Unhelpful / more focused on their own needs
13. Poor at listening to me or my company's needs

**BSALESREFLECT.** What words do you believe most reflect the overall sales profession today?  
Select up to 3.

**[MULTI-SELECT UP TO 3][RANDOMIZE]**

1. Trustworthy
2. Fair
3. High integrity
4. Consultative
5. Inclusive
6. Aggressive
8. Unscrupulous
9. Untrustworthy
98. Other (please specify) **[ANCHOR]**

**BCHANGETHEWAYOFTHINK.** How often do you find that sales professionals provide information that changes your way of thinking about the products and services you buy?

**[SINGLE SELECT]**

1. Very often
2. Often
3. Somewhat often
4. Not very often
5. Never

**BCHANGEMIND.** How much do you agree or disagree with each of the following statements?

*I am more likely to consider buying a product or service for my company if a sales professional...*

**[ACROSS. SINGLE SELECT]**

1. Strongly agree

2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree

**[DOWN PROGRESSIVE GRID. RANDOMIZE]**

1. Changes my way of thinking
2. Helps me clearly demonstrate impact to my leadership team
3. Demonstrates a strong understanding of my business challenge

**BFACTORSTOBUY.** Which factors about a company are most important in influencing you to make a purchase of a product or service. Select up to 3.

**[MULTI-SELECT UP TO 3] [RANDOMIZE]**

1. Trust in the brand of product or service
2. Price
3. The value or return on investment of the products or services I'm buying
4. Sales professional's industry knowledge
5. The trust in relationship with sales professional
6. Service after the sale
7. Strategic counsel of sales professional
8. Personal recommendation from a friend/advisor
9. Access to emerging thought leadership, industry insights, etc. that help me stay ahead of the curve
10. Blogs and/or video posts
- 98 Other (please specify) **[ANCHOR]**

**BBEGINOFPROCESS.** How important are the following approaches in terms of inspiring you to engage with a sales professional at the beginning of the sales process?

**[SINGLE SELECT PROGRESSIVE GRID]**

**[ACROSS]**

1. Very important
2. Important
3. Somewhat important
4. Not very important
5. Not important at all

**[DOWN] [RANDOMIZE]**

1. Being completely transparent about pricing
2. Offering product training and trials
3. Staying actively engaged after the sale to ensure value delivery
4. Providing free and easy access to product reviews, case studies, and other content



5. Sharing thought leadership about industry trends
6. Aligning with you on success metrics related to the purchase
7. A personalized intro that signals that the sales professional has done their homework

**BENGAGE.** Thinking about the reasons that impact your choice to not engage with a sales professional. Please rate your level of agreement with the following statements on the primary reasons you choose not to engage? Select up to 3.

**[MULTI SELECT UP TO 3]**

1. Sales professional's product or service is not relevant to my company
2. Doesn't have insights or knowledge into my business
3. Sales professional doesn't have industry knowledge
4. Sales professional doesn't work for an approved vendor
5. Sales professional's product or service is too expensive for our business
6. You haven't had good experiences with sales professionals in the past
9. It's not the right time for you to consider the sales professional's product or service.
10. Sales professional's message is not personalized
11. You're not the right person to contact about new business or services
98. Other (please specify) **[ANCHOR]**
99. None of the above **[ANCHOR][EXCLUSIVE]**

**BQUALITIES.** What qualities do you value most in a sales professional? Select up to 3.

**[MULTI-SELECT UP TO 3; RANDOMIZE]**

1. Trustworthiness
2. Transparency
3. Problem solving ability
4. Responsive
5. Understanding of the industry
6. Active listening
7. Category expertise
8. Commitment to building relationships
9. Data literacy
10. Empathy
11. Charisma

**TRUSTPARTNER.** To what extent do you view the sales professional as a trusted partner?

**[SINGLE SELECT]**

1. All the time
2. More often than not
3. Sometimes
4. Rarely
5. Never

BVALUEINFO. How often do sales professionals reach out with information relevant to your business that you find valuable?

**[SINGLE SELECT]**

1. All the time
2. Most of the time
3. Sometimes
4. Occasionally
5. Never

BTIMEAPPROACH. How often do sales professionals reach out at the right time—when you are actively considering a product/service in their category?

**[SINGLE SELECT]**

1. All the time
2. Most of the time
3. Sometimes
4. Occasionally
5. Never

BNEEDS. How often do you think the sales professionals put your needs first?

**[SINGLE SELECT]**

1. All the time
2. Most of the time
3. Sometimes
4. Occasionally
5. Never

BPREVENT. Please select the behaviors from sales professionals that lead you to select **another solution** provider? Select up to 3.

**[MULTI SELECT UP TO 3; RANDOMIZE]**

1. Not understanding their own product or service
2. Delivering misleading information about the product, its price, etc
3. Not understanding my company and its needs
4. Not understanding their competitors' products and services
5. Is affiliated with a brand I don't trust
6. Cold calling/emailing me repeatedly
7. Lack of personalized/customized messaging
8. Cold calling/emailing me once
9. Is affiliated with a brand I've never heard of

- 10. Not understanding my role in my company
- 11. Not knowing basic information on my LinkedIn or Xing profile
- 98. Other (please specify)**[ANCHOR]**

BMANYCOMP. Have you ever bought a product or service for your current company based on the following?

**[SINGLE SELECT; PROGRESSIVE GRID]**

**[ACROSS]**

- 1. Yes
- 2. No
- 3. Have been approached by one, but have not been a repeat customer

**[DOWN] [RANDOMIZE]**

- 1. A sales professional you bought from previously who has changed companies
- 2. A sales professional you have bought from previous while you were at a different company

BCOMPANYMOVE. If a sales professional leaves one company and joins another, how often do you move your business to the sales professional's new company?

**[SINGLE SELECT]**

- 1. All of the time
- 2. Most of the time
- 3. Sometimes
- 4. Occasionally
- 5. Almost never

BPURCHASEALLOC. What proportion of your purchases are with each of the following?

**[SINGLE SELECT; PROGRESSIVE GRID]**

**[ACROSS]**

- 1. A company you have purchased from previously
- 2. The same sales professional at a company
- 3. A sales professional you have worked with previously who switched companies

**[DOWN]**

- 1. Less than 10%
- 2. 10% to 24%
- 3. 25% to 49%
- 4. 50% to 74%

5. 75% or more

BDEI. Please indicate how much you agree or disagree with each of the following statements.

**[SINGLE SELECT PROGRESSIVE GRID]**

**[ACROSS]**

1. Strongly agree
2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree

**[DOWN] [RANDOMIZE]**

1. Provided everything else were equal, I would choose to buy from a more diverse sales organization over another sales organization that was less diverse
2. My perception of their organization's diversity influences my decision to engage with a sales professional
3. I'm less inclined to engage with a sales professional who I don't feel represents my community

BINPERSONMEET. How important is it for you to meet with a sales professional in person before making a purchase decision?

**[SINGLE SELECT]**

1. Very important
2. Important
3. Somewhat important
4. Not very important
5. Not important at all

BuyerSalesTechniqueIntro.

Now, tell us more about how you do research or learn more about products or services you may purchase, a company's sales professionals, etc.

BCIRCLECHANNELS. Which channels are most helpful to you when searching for products and services for your company? Select up to 3

**[MULTI SELECT UP TO 3; RANDOMIZE]**

1. Supplier website
2. Supplier social media
3. Sales reps
4. Online search

5. Trade shows/conferences
6. LinkedIn
8. Product comparison sites
9. Analyst reports
10. Influencer opinions
11. Referrals

**BRESEARCH.** Based on importance, how would you rate each of the following channels that you use to educate yourself when researching purchasing decisions?

**[SINGLE SELECT; PROGRESSIVE GRID]**

**[ACROSS]**

1. Very important
2. Important
3. Somewhat important
4. Not very important
5. Not important at all

**[DOWN][RANDOMIZE]**

1. Online searches
2. Review sites
3. Analyst reports
4. Company research reports
5. Word of mouth
6. Social media
7. Trade publications
8. Advertising
9. White papers
10. Blogs
11. B2B influencer posts or content

**BRESEARCHSOURCES.** Which, if any, of the following do you use for researching sales professionals who contact you when you are interested in responding? Select all that apply.

**[MULTI SELECT; RANDOMIZE]**

1. Check their company website
2. Google them
3. Check their LinkedIn Profile
4. Check their LinkedIn Company Page
5. Review content they've posted or shared on LinkedIn
6. Check their Facebook Profile
7. Check for common connections on LinkedIn

8. Check their Twitter feed
9. Check their Xing profile
98. Other (please specify) **[ANCHOR]**
99. I don't research sales professionals that contact me **[ANCHOR][EXCLUSIVE]**

BRESEATCHINFO. What information are you looking for when researching each of the following? Select all that apply.

**[MULTI SELECT; PROGRESSIVE GRID]**

**[ACROSS]**

1. Sales Professionals
2. Companies

**[DOWN] [RANDOMIZE]**

1. Information about the brand or business they represent
2. Evidence of category expertise
3. Validating the truth of what they've told me
4. Commitment to customer relationships
5. Endorsements from customers
6. Values that align with my own
98. Other (please specify) **[ANCHOR]**
99. None of the above **[ANCHOR][EXCLUSIVE]**

BuyerDeepSalesIntro.  
We have just a few questions left!

BDEEPSALESAGREEMENT. Please rate your level of agreement with the following statements.

**[SINGLE SELECT;PROGRESSIVE GRID]**

**[ACROSS. PROGRESSIVE GRID]**

1. Strongly agree
2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree

**[DOWN] [RANDOMIZE]**

1. If a sales professional's first outreach is personalized, then I am more likely to respond
2. If a sales professional demonstrates a clear value/impact of their product or service early in the buying process, then I am more likely to continue to consider their product/service

3. If a sales professional demonstrates that they know my business and industry, then I believe that trust could be built
4. If a sales professional reaches out at the right time when I'm considering a purchase, I am more likely to respond
5. If a sales professional asks questions about the buying committee members, I typically give them that information
6. If a sales professional clearly demonstrates that they have researched my industry/company, I am more likely to engage with them

**BIMPORTHABIT.** Which of the following statements would you rate as the most important?

**[SINGLE SELECT]**

1. A sales professional's first outreach should be personalized
2. A sales professional should demonstrate a clear value/impact of their product or service early in the buying process
3. A sales professional should demonstrate that they know my business and industry
4. A sales professional should reach out at the right time when I'm considering a purchase
5. A sales professional should ask questions about the buying committee members

**BBESTTACRICS.** Thinking about all of the different tactics a sales professional utilizes when trying to win your business, which do you feel is most influential in your purchase decision?

**[TEXT OPEN END]**

**BMAINFACTOR.** What do you most appreciate when a sales professional reaches out to you for the first time?

**[SINGLE SELECT; RANDOMIZE]**

1. A personalized email/call
2. Humor
3. A clear understanding of your company/industry challenges
4. Short, concise email/call
5. Sharing a piece of value such as a relevant report, case study, interesting insight, etc.
6. Providing their availability to have a first call
98. Other (please specify)**[ANCHOR]**

**BANNOYMOST.** What annoys you the most when a sales professional reaches out to you for the first time?

**[SINGLE SELECT]**

1. A templated email or call
2. Selling a product/service that is irrelevant to you
3. Long emails or calls
4. Not providing availability to have a first call
98. Other (please specify)**[ANCHOR]**

**BTOPCHALLENGE.** What are the top three challenges you are facing with regard to your purchase decisions?

**[MULTI SELECT UP TO 3; RANDOMIZE]**

1. More oversight of purchase decisions
2. Decreased budgets
3. Choosing the right vendor
4. Implementing compliance
5. Product delivery
6. Product set-up/implementation
7. Determining value add of products/services
8. Evaluating vendors
9. Other (please specify)**[ANCHOR]**

**BVALUEMOST.** What do you value most in working with a sales professional?

**[TEXT OPEN END]**

**BCOMMITTEES.** On average, how many members are on the buying committee you are part of at your company?

**[SINGLE SELECT]**

1. 1
2. 2
3. 3
4. 4
5. 5
6. 6
7. 7
8. 8
9. 9
10. 10 or more

**BCOMITTEECHANGE.** How has the size of the buying committee at your organization changed over the last 12 months ?

**[SINGLE SELECT]**

1. Has grown significantly
2. Has grown
3. Has stayed the same
4. Has decreased
5. Has decreased significantly



**BTHRESHOLD.** What is the purchase threshold that requires review by the formal buying committee you are a part of?

**[SINGLE SELECT]**

1. \$1 - \$49,999
2. \$50,000 - \$99,999
3. \$100,000 - \$199,999
4. \$200,000 - \$299,999
5. \$300,000 - \$399,999
6. \$400,000 - \$499,999
7. \$500,000 - \$599,999
8. \$600,000 - \$699,999
9. \$700,000 - \$799,999
10. \$800,000 - \$899,999
11. \$900,000 - \$999,999
12. \$1,000,000 or more

**BVENDORS.** On average, how many vendors/proposals do you/your buying committee review for each business purchase?

**[SINGLE SELECT]**

1. 1
2. 2
3. 3
4. 4
5. 5
6. 6
7. 7
8. 8
9. 9
10. 10 or more

**BAVGPROPOSAL.** Has the number of vendors/proposals you/your buying committee review prior to purchasing increased, decreased, or stayed the same in the past 12 months?

**[SINGLE SELECT]**

1. Increased
2. Decreased
3. Stayed the same

Thank you for participating in our survey.